

PATENT  
#4/A  
27 Jul 01  
R. Tallent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Spencer A. Rathus, et al.

Serial No.: TO BE ASSIGNED

Group Art Unit: TBA

Filed: January 25, 2001

Examiner: TBA

For: METHOD AND APPARATUS FOR  
ACCESSING ELECTRONIC DATA  
VIA A FAMILIAR PRINTED MEDIUM

Atty. Doc. No.: 660-015

Honorable Commissioner of Patents and Trademarks  
Washington, D.C. 20231

SUPPLEMENTAL PRELIMINARY AMENDMENT

Prior to substantive review of the subject application,  
please amend as follows:

IN THE CLAIMS

Please cancel claims 1-167. Please add the following new  
claims:

168. A system for displaying programming to a user, the system  
comprising:

a printed advertisement having at least one machine  
recognizable feature;

a feature recognition unit having associated therewith  
a means for recognizing said feature and a means  
for transmitting a coded signal in response to the